

Lifetime Television

1994 Overview

Reaching The Critical Customer

- Solidify programming franchise with distinct new original product
- Strengthen brand awareness with promotional muscle of events/specials and strong tune-in creative
- Strengthen personal relationship with female audience exploiting all available marketing channels
- Build a foundation for continued growth
- Expand local marketing partnerships with our affiliates

Lifetime
Television for Women

The Story of the Women's Team



Lifetime Sponsors America³ in the 1995 America's Cup

Every four years, the most select teams from all over the world compete for sailing's most coveted prize: The America's Cup. And despite the rising levels of competition from overseas, winning the America's Cup is still considered an American tradition.

In the coming year, an historic new dimension will be added to this legacy of American sailing excellence. For the first time, as part of Bill Coke's America Cubed Syndicate, an all-women's team will compete on equal footing with the male teams for the America's Cup.

Lifetime is proud to announce that it is coming aboard as the official cable television sponsor. Our affiliation with the women's team will include programming coverage of the events leading up to the final races in May of 1995. Lifetime will also present personal portraits of the sailors who make up the women's team. The America's Cup is one of the most elegant and intense competitions in sports, presenting a tenacious battle of traditions within a panorama of extraordinary natural beauty. Lifetime is proud to sponsor the women's team in their historic quest for victory!

 **LIFETIME**
T E L E V I S I O N

me

Designing Women
Joins Lifetime



September 19
premiere

Lifetime

the network for women

DESIGNING *women*

Grits and chintz? The wit and charm of the South rises again when "Designing Women" comes to LIFETIME starting with an eight-hour marathon on Labor Day, September 5, 12 noon to 8:00 pm, ET/PT. As part of the celebration to welcome this snappy sitcom to LIFETIME, the Network is offering viewers a chance to enter its "Be a Designing Woman" Sweepstakes. The winner will travel, all expenses paid for two, to Atlanta to attend interior design classes and then spend a cash prize of \$10,000 during a VIP shopping spree at Atlanta's Decorators' Showroom. Look for further details on air.

The day after the marathon viewers can get a glimpse into the world of decorating at Sugarbakers, an Atlanta interior design firm, every weekday and weeknight during a double run of episodes from 1:00 to 2:00 pm and 7:00 to 8:00 pm. Witty. Smart. Sassy. These are some of the words people use to describe this comedy series featuring an award-winning ensemble cast with Dixie Carter, Delta Burke, Annie Potts, Jean Smart and Meshach Taylor.

DESIGNING WOMEN

**PREMIERES: MONDAY, SEPTEMBER 5 12:00 NOON - 8 P.M.
ET/PT**

AIRS: MON-FRI 1:00-2:00&7:00-8:00 P.M. ET/PT



Picture what **women** do

On May 17th of this year, women across the country, from homemakers and mothers to truck drivers to members of Congress, participated in a national photo shoot for LIFETIME Television's 1994 public awareness campaign, "Picture What Women Do." Thousands of photographs have been submitted, creating an extensive and poignant portrait of the American woman's "typical" day. As an extension of the campaign, LIFETIME Television presents a 90-minute special "Picture What Women Do," hosted by Mary Alice Williams. This special coincides with the opening of the "Picture What Women Do" exhibit at the National Museum for Women in the Arts in Washington, D.C., showcasing selected photographs.

PICTURE WHAT WOMEN DO SPECIAL

**AIRS: TUESDAY, SEPTEMBER 13,
9:00 P.M. - 10:30 P.M., ET/PT**

**ENCORES: SATURDAY, SEPTEMBER 17,
12:00N-1:00PM ET/PT**

IN THE NAME OF *Love*

Looking for love? LIFETIME promises to be the place this September with the premiere of the original series "In the Name of Love." Hosted by Rachel Ward, this half-hour weekly series shares the true romantic encounters that changed people's lives — from the most celebrated pairs to everyday people. Compelling, touching and memorable, the stories told within the series stem from every era, and revolve around individuals from every walk of life. From promise to passion, "In the Name of Love" captures and reveals unusual tales of true romance, filmed in exotic and romantic locations around the world.

"IN THE NAME OF LOVE"
PREMIERES: SATURDAY,
SEPTEMBER 10,
9:00-9:30 P.M.ET/PT
AIRS: SATURDAYS,
1:00-1:30PM & 9:00-9:30 ET/PT



"Against Her Will"

Melissa Gilbert and Marlee Matlin star in the LIFETIME World Premiere Movie "Against Her Will: The Carrie Buck Story." In her first role as a hearing character, Matlin portrays Carrie Buck, a mentally handicapped woman who becomes the test case for the landmark decision legalizing the sterilization of women against their will.

"Mom & Me: Old McDonald's Farm"

E-i-e-i-o! A television program that both preschoolers and their mothers can watch together. This live action series features barnyard animals from the popular children's song to take young viewers through learning activities.

"Anne Rice: Birth of the Vampire"

LIFETIME presents "Anne Rice: Birth of the Vampire," a one-hour special premiering in October that unlocks the mystery behind one of the world's most popular novelists.

"Victims for Victims: The Theresa Saldana Story"

Actress Theresa Saldana portrays herself in the true story of how she survived the severe emotional and physical wounds inflicted by a crazed admirer.

Lifetime Originals

Clapprood Live

Host Marjorie Clapprood explores a single topic with timely guests during this half-hour live late night talk show.

Lifetime Magazine

Lisa McRee anchors this weekly one-hour newsmagazine produced by ABC News that features special correspondents who cover the news and views of women today.

Lifetime World Premiere Movies

Top-flight talent stars in Lifetime-produced thrillers, romances and dramas.

What Every Baby Knows

Dr. T. Berry Brazelton explores child development and parenting in the '90s.

Your Baby and Child with Penelope Leach

British child care specialist Dr. Penelope Leach discusses her modern school of thought on child rearing and parenting issues.

Shop 'Til You Drop

Contestants win exciting shopping sprees through a variety of humorous games.

Supermarket Sweep

Updated version of the '60s hit. Contestants use consumer savvy to earn prizes in a frenzied shopping cart race.

It Figures

Charlene Prickett leads an invigorating daily workout.

The Everyday Workout

Exercise educator Cynthia Kereluk offers viewers a unique exercise regimen to suit individual needs.

The Hidden Room

Tales of the bizarre with a psychological twist.

Girls' Night Out

Each Saturday night, a different celebrity host introduces five hilarious comics who perform in front of a live audience in NYC.

Romance Theater

Every Saturday night Lifetime presents love stories featuring movies based on well-known romance novels.

Queens

Host Sissy Biggers energizes daytime with a live, unscripted talk show where guests stop by and viewers call in.

The Marriage Counselor

Dr. Wendy LeDoux offers practical and sensitive advice on real issues that accompany relationships.

Our Home

Marc Summers hosts as viewers learn to make the most out of their home without spending a fortune.

sunday

monday

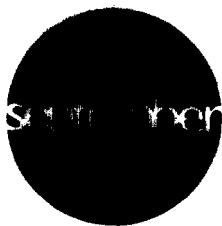
tuesday

wednesday

thursday

friday

saturday



4 Picture What Women Do Day

12P-2P: **OTHER WOMEN'S CHILDREN**, 1993 Melanie Mayron. ■

2P-4P: **SHAME**, 1992 Amanda Donohoe. ■

8P-10P: **The Ballad of Little Jo**, 1993 Suzy Amis. A woman reinvents herself as a man in order to survive in the harsh world of the Wild West.

11 3P-5P: **The Incredible Journey of Dr. Meg Laurel**, 1979 Lindsay Wagner.

6P-8P: **In a Stranger's Hand**, 1992 Robert Ulrich. A business man witnesses a child's kidnapping.

8P-10P: **Code of Silence**, 1985 Chuck Norris. A detective's personal war against crime.

18 4P-6P: **Miss America: Behind the Crown**, 1992 Carolyn Sapp

6P-8P: **I Posed for Playboy**, 1991 Michele Greene.

8P-10P: **Flesh & Blood**, 1985 Jennifer Jason Leigh. Torn between two rivals, a woman fights for survival.

25 12P-2P: **The Heavenly Kid**, 1985 Lewis Smith.

4P-6P: **The Sitter**, 1991 Kim Meyers

6P-8P: **Toughlove**, 1985 Lee Remick.

8P-10P: **A Father's Revenge**, 1988 Joanna Cassidy. A father is forced to abandon every belief he has to save his stewardess daughter who has been taken hostage.

5 9P-11P: **She-Devil**, 1989 Roseanne Barr. Meryl Streep. An unliberated housewife sets out to methodically destroy her husband's life after he walks out on her.

12 4P-6P: **The Stranger Within**, 1990 Kate Jackson. A young man tries to convince an emotionally distraught woman that he is her long lost son.

9P-11P: **For Love of a Child**, 1990 Kevin Dobson. Tragedy strikes two families that are neighbors and friends.

19 4P-6P: **Cookie**, 1989 Emily Lloyd. A sassy teen teams up with her mobster dad for a roguish scheme.

9P-11P: **Full Exposure: The Sex Tapes Scandal**, 1989 Lisa Hartman. A high priced call girl video tapes her clients and winds up dead.

26 4P-6P: **She Knows Too Much**, 1989 Meredith Baxter Birney. A female convict and bungling government agent team up to solve a murder.

9P-11P: **Fatal Memories**, 1992 Shelly Long. Woman has flashbacks of a murder she witnessed.

6 4P-6P: **Princess Daisy (Part I)**, 1983 Lindsay Wagner. Judith Krantz's best seller about a poor little rich girl.

9P-11P: **Stealing Home**, 1988 Mark Harmon. Jodie Foster. Has-been baseball player is summoned home to take care of the ashes of an old friend, who killed herself.

13 4P-6P: **The Hotel New Hampshire**, 1984 Jodie Foster. Rob Lowe. Looney hotel guests are transported to Vienna and Maine through magical hallways.

20 4P-6P: **My Boyfriend's Back**, 1989 Jill Eikenberry. Rivalries and jealousies threaten to mar the 25th reunion of a '60s all-girl singing group.

9P-11P: **Caroline?**, 1989 Stephanie Zimbalist. Two children are reunited with their long lost sister.

27 4P-6P: **Too Scared to Scream**, 1985 Ann Archer. A cop and an undercover agent team up to solve a bizarre series of murders at a Manhattan apartment house.

9P-11P: **Deceptions (Parts I)**, 1985. Stephanie Powers.

7 4P-6P: **Princess Daisy (Part II)**, 1983 Lindsay Wagner.

9P-11P: **Impulse**, 1990 Theresa Russell. A thriller about a woman narcotics cop moonlighting as a member of the vice squad.

14 4P-6P: **Maybe Baby**, 1988 Jane Curtin. A happily married, career-oriented couples fast lane lifestyle comes to a sudden halt when the wife decides she wants to have a baby.

9P-11P: **The Ballad of Little Jo**, 1993 Suzy Amis.

21 4P-6P: **Agatha**, 1979 Vanessa Redgrave. Agatha Christie plots a unique form of revenge against her husband after the breakdown of their marriage.

9P-11P: **Code of Silence**, 1985 Chuck Norris

28 4P-6P: **Cast the First Stone**, 1989 Jill Eikenberry. A former nun, now small town teacher is raped, becomes pregnant and decides to keep the child.

9P-11P: **Deceptions (Parts II)**, 1985. Stephanie Powers

1 4P-6P: **Without Her Consent**, 1990 Melissa Gilbert. A rape victim seeks action against her attacker.

9P-11P: **Time Bomb**, 1984 Morgan Fairchild. Billy Dee Williams. A beautiful but ruthless terrorist attempts an electrifying hijack.

8 4P-6:30P: **The Falcon & The Snowman**, 1985 Timothy Hutton. Two Americans commit treason by selling secrets to the Soviet Union.

9P-11P: **Tough Love**, 1985 Lee Remick. Parents of hostile, drug abusing teenagers turn to a controversial organization for help.

15 4P-6:00P: **Outrage**, 1986 Beau Bridges. A father takes the law into his own hands when his daughter is murdered.

9P-11P: **Little White Lies**, 1989 Ann Jillian. A policewoman and a doctor hesitate to reveal their true identities after falling in love.

22 4P-6P: **Thief of Hearts**, 1984 Steven Bauer. A thief steals the diaries of a bored interior decorator.

9P-11P: **Killing in a Small Town**, 1990 Barbara Hershey. A young woman has an affair with a married man and murders his wife.

29 4P-6P: **SUDIE & SIMPSON**, 1990 Lou Gossett, Jr. Black man and white girl forge a lasting friendship in southern town.

9P-11P: **Intimate Strangers**, 1986 Terry Garr. A married couple struggle to rebuild their life after being separated for ten years.

2 4P-6:30P: **Great Balls of Fire**, 1989 Dennis Quaid. Winona Ryder. The story of legendary Country Rock 'n Roll singer, Jerry Lee Lewis.

9P-11P: **The Sitter**, 1991 Kim Meyers. Parents of a 5 year old mistakenly leave their child in the care of a psychologically unbalanced woman.

9 4P-6P: **Money on the Side**, 1982 Karen Valentine. Jamie Lee Curtis. Three women enter the world of prostitution.

9P-11:30P: **Do You Know the Muffin Man?**, 1989 Pam Dawber. A family discovers that one of their children has been molested.

16 4P-6P: **Summer Girl**, 1983 Kim Darby. A happy family is imperceptibly being torn apart by a live-in baby sitter for the summer.

9P-11P: **Miss America: Behind the Crown**, 1992 Carolyn Sapp. The true story of how Miss America 1992, Carolyn Sapp she loved.

23 4P-6P: **Love Lives On**, 1985 Christine Lahti. Teenager with cancer finds herself unexpectedly pregnant.

9P-11P: **The Heavenly Kid**, 1985 Lewis Smith. An eternal greaser has been living in limbo waiting to earn his wings.

30 4P-6P: **Killing in a Small Town**, 1990 Barbara Hershey.

9P-11P: **Woman on the Ledge**, 1993 Leslie Charleson. A story about three women who support one another in their time of need.

3 4P-6P: **Deception: A Mother's Secret**, 1991 Steven Weber. A man attempts to find his murdered wife's first husband to legally adopt their son.

6-10P: **Deceptions (Parts I&II)**, 1985. Stephanie Powers. Identical twins swap identities and lives for a week.

10 3P-7P: **Fatal Vision (Part I&II)**, 1984 Eva Marie Saint. Involves famous murder case of former Green Beret Capt., accused of murdering his pregnant wife and two daughters.

7P-9P: **Love on the Run**, 1985 Alec Baldwin. An attorney is so desperately in love with her convict client she helps him escape.

17 3P-5P: **Do You Know the Muffin Man?**, 1989 Pam Dawber.

5P-7P: **Miss America: Behind the Crown**, 1992 Carolyn Sapp.

7P-9P: **Secret Admirer**, 1985 C. Thomas Howell. A comedy about an unsigned love letter that causes a chain of confusion among some teenagers and their parents.

24 3P-5P: **Locked Up: A Mother's Rage**, 1991 Cheryl Ladd. A wrongly imprisoned mother struggles to keep her three children.

5P-7P: **The Ballad of Little Jo**, 1993 Suzy Amis.

7P-9P: **Anatomy of a Seduction**, 1979 Susan Flannery. A divorced woman has a love affair with her best friend.

p m o v i e t i m e

september

Lifetime
Television for Women

et/pt	monday	tuesday	wednesday	thursday	friday	saturday	sunday	et/pt	
7 AM	Consumer Advisory					Consumer Advisory	Consumer Advisory	7 AM	
7:30	It Figures							7:30	
8:00	Everyday Workout							8:00	
8:30	Your Baby & Child w/ Dr. Penelope Leach (Tue & Thurs) What Every Baby Knows (Mon, Wed & Fri)							8:30	
9:00	Sisters							9:00	
9:30								9:30	
10:00	Our Home							10:00	
10:30								10:30	
11:00	Supermarket Sweep					What Every Baby Knows	Frugal Gourmet	11:00	
11:30	Shop 'Til You Drop					Your Baby and Child	Good Housekeeping Television	11:30	
NOON	Queens					Supermarket Sweep	Sunday Noon Movie	NOON	
12:30						Shop 'Til You Drop		12:30	
1:00	Designing Women					In the Name Of Love		1:00	
1:30						TBA		1:30	
2:00	Our Home					Unsolved Mysteries	L.A. Law	2:00	
2:30								2:30	
3:00	thirtysomething					Lifetime Feature #1	Unsolved Mysteries	3:00	
3:30								3:30	
4:00	Lifetime Afternoon Movie						Lifetime Feature #2	Lifetime Feature #1	4:00
4:30									4:30
5:00	Lifetime Feature #2		5:00						
5:30			5:30						
6:00	Supermarket Sweep					Lifetime Feature #2	6:00		
6:30	Shop 'Til You Drop						6:30		
7:00	Designing Women						Romance Theater	7:00	
7:30								7:30	
8:00	Unsolved Mysteries (M, T, Th, F)					Lifetime Feature #3		8:00	
8:30	Lifetime Magazine (Wed)							8:30	
9:00	Lifetime Evening Movie						In the Name Of Love	9:00	
9:30							TBA	9:30	
10:00						Girls' Night Out	The Commish	10:00	
10:30								10:30	
11:00	Unsolved Mysteries				Unsolved Mysteries	Clapprood Live	11:00		
11:30					Girls' Night Out	The Hidden Room	11:30		
12 AM	Unsolved Mysteries					Midnight Caller	Consumer Advisory	12 AM	
12:30	thirtysomething							12:30	
1:30A					Consumer Advisory			1:30AM	

EASTERN PACIFIC TIME ZONES

EFFECTIVE AS OF 9/3/94

BOLD TITLES INDICATE NEW PROGRAMMING
ITALIC TITLES INDICATE NEW TIME SLOTS

HEARST/ABC-VIACOM ENTERTAINMENT SERVICES